For progressive dairy farmers

Welcome to our revamped Dairy Farmer offering which provides new insights in to the shifting trends and emerging innovations within the sector.

Responding to extensive reader research, we have sought to strengthen key sections exploring topics such as milk prices, while also introducing new content such as Business Clinic, which will examine the business of dairying in more detail and target today’s professional dairy operator.

Alongside the new content and refreshed design, we have been mindful to retain old favourites such as Roger Evans, Cowmen Comment and the views of Ian Potter, which all rank highly with our existing readers.

In addition, we believe our sharpened focus on technical, veterinary and grassland content will provide producers with the information they need to thrive in a highly competitive dairy world, and deliver an audience dedicated to making technology work for them.

To that end, we work closely with Map of Agriculture to ensure the largest, industry leading businesses in the sector receive the magazine. This offers you an ideal platform to present your brand and products to the largest market of professional dairy farmers in the UK.

I am proud to bring you Dairy Farmer and look forward to helping you market your brands to our readers.

Peter Hollinshead,
Editor

Benefits to you

Communicate the value and benefits of your brands, products and campaigns with our range of advertising solutions

- Make sure farmers at the forefront of the dairy sector are talking about your brands, products and campaigns
- Deliver a successful brand/product/campaign launch
- Generate leads from our vast audience of engaged dairy professionals

We regularly review recipients of the magazine to ensure it is received by the most pioneering and proactive dairy farmers

- A strong association with trusted industry sources due to Dairy Farmer parent group AgriBriefing – owners of LAMMA Show and Farmers Guardian
- In our 2018 readership survey, 96% of respondents read every issue
- 86% of respondents read Dairy Farmer for more than 30 minutes

Tactical, relevant placement of your advertising

- Unique display solutions including wraps, inserts, sponsorship, bellybands, gatefolds and more
- Sponsorship opportunities
- You can also make a lasting impact with dedicated support from InsightFul Communications, who offer a range of effective multimedia marketing solutions

Reaches more farms with 200+ dairy cows than ever before

Dairy Farmer readers own 1,866,702 dairy cows and produce an average of 11,895,080,593 litres of milk per year

605 large animal vets are included in Dairy Farmer’s total circulation figure of over 10,200 dairy professionals
Recent reader research results

- **96%** of our readership reads every issue of Dairy Farmer.
- **88%** positively rated the sponsored editorial in Dairy Farmer.
- **86%** read Dairy Farmer for more than 30 minutes.
- **87%** pass their copies of Dairy Farmer on to other family members or colleagues.

**Number of farm holdings reading Dairy Farmer by size**

- Total holdings of over 8,750
- Number of holdings
- Herd size

**Number of dairy cows owned by Dairy Farmer readers**

- Total cows of +1.8M
- Total head owned by readers by herd size
- Herd size

---

**To advertise with us:**
- 01772 799500
- display@fginsight.com
Why advertise with us?

• Ensure your brand, products and services are seen by the people you want to communicate with. We place a high value on developing our editorial. So, to make sure your advert is effective, we will only position it next to the most relevant content in Dairy Farmer.

• Reader engagement is important to us. We survey our readership on a regular basis so we know who they are. Not only that, we want to make sure Dairy Farmer provides them with the information they need.

• Reviewing our readership of 10,200 dairy professionals ensures we continue to be 100% GDPR compliant. That’s how we know our readership consists of the most pioneering and proactive dairy professionals.

• Communicate the value of your brand with tactical, relevant placement of your advertising. Make sure farmers at the forefront of the dairy sector are talking about you.

• We are the publisher partner of choice for the dairy industry. Dairy Farmer is the exclusive media partner of market leading events Dairy Expo, UK Dairy Day and The Dairy Show.

We offer a vast range of advertising solutions.
Get in touch and make the best use of your advertising budget.

Content Marketing Solutions

Brought to you by AgriBriefing Ltd, InsightFull Communications connects businesses to relevant agricultural professionals.

As part of the AgriBriefing group, we can provide access to an unrivalled UK agriculture audience. In addition to Dairy Farmer and Farmers Guardian brands, AgriBriefing also owns CropTec, LAMMA and the British Farming Awards events. This large portfolio allows us to deliver your message to your target audience.

Through InsightFull Communications you can speak to your target market directly and in whatever format they prefer to engage with. We use a multitude of platforms to reach your customers wherever they consume content.

Our dedicated team of journalists, marketers and designers has a wealth of skills and experience. Our experts create and deliver bespoke content to drive profitable customer action. We make sure all targeted campaigns produced are in-line with your business objectives. Plus, we report back on all online and offline metrics to give you full visibility on return of investment.

So, talk to us and make a lasting impact.
### 2020 features

<table>
<thead>
<tr>
<th>Month</th>
<th>Published Date</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>January 10</td>
<td>Maize: New varieties and cultivation tips</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dairy-Tech Preview</td>
</tr>
<tr>
<td>February</td>
<td>January 31</td>
<td>Breeding and Fertility: Improving herd performance</td>
</tr>
<tr>
<td>March</td>
<td>February 21</td>
<td>Grassland and Forage: Harvesting, silage machinery and technology</td>
</tr>
<tr>
<td>April</td>
<td>March 27</td>
<td>Animal Health 1: Preparing for turnout</td>
</tr>
<tr>
<td>May</td>
<td>April 24</td>
<td>Animal Health 2: Summer welfare and disease protection</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grassland and Muck preview</td>
</tr>
<tr>
<td>June</td>
<td>May 22</td>
<td>Dry cow management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dairy Technology: Latest management aids</td>
</tr>
<tr>
<td>July</td>
<td>June 26</td>
<td>Grassland establishment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Breeding and Fertility special: Beef from dairy, dairy genetics and AI</td>
</tr>
<tr>
<td>August</td>
<td>July 25</td>
<td>Housing and slurry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Youngstock rearing: Feeding and nutrition, calf health and housing</td>
</tr>
<tr>
<td>September</td>
<td>August 21</td>
<td>UK Dairy Day preview</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Dairy Show preview</td>
</tr>
<tr>
<td>October</td>
<td>September 25</td>
<td>Nutrition: Winter feeding strategies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>UK Dairy Day report</td>
</tr>
<tr>
<td>November</td>
<td>October 22</td>
<td>Animal Health: Combating disease at housing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dairy Show report</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fodder crops special focus: Including maize</td>
</tr>
<tr>
<td>December</td>
<td>November 27</td>
<td>Milking: Latest in parlours and milking technology</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Muck and slurry</td>
</tr>
</tbody>
</table>

### Plus every issue contains

- Breeding
- Business Clinic
- Cowmen Comment
- Roger Evans

To advertise with us: 01772 799500  display@fginsight.com